



Find New Customers in the Growing Lebanese Market

Looking for new customers? Look at Lebanon.

Lebanon represents a tremendous opportunity for U.S. companies. Over the past few years, Lebanon's demand for U.S. products and services has been increasing steadily. In fact, U.S. exports to Lebanon grew by 47 percent in 2004, reaching \$463 million. Additionally, major U.S. companies, such as Intel and Computer Associates, opened offices in Lebanon in 2004.

To help U.S. businesses benefit from this increased demand for U.S. products and services as well as the growing U.S. commercial presence in Lebanon, the U.S. Commercial Service is proud to announce *Made In America 2005*.

Made In America: a proven venue

Now in its third year, *Made In America* continues to provide U.S. companies with an excellent opportunity for developing new partnerships in Lebanon and the region.

- **Exhibitor "star power" to spur attendance.** *Made In America 2004* featured the goods and services of over 160 U.S. firms including Microsoft, Cisco, IBM, Procter & Gamble, Pfizer, Johnson & Johnson, General Electric, American Airlines, FedEx, and Coldwell Banker.
- **Results.** Exhibitors reported dozens of contracts as a direct result of *Made in America* trade fairs. Successes from 2003 and 2004 include:
 - *Bissel Homecare*, a U.S. manufacturer of vacuum cleaners based in Michigan, sold vacuum cleaners valued at \$10,600
 - *Raynor Garage Doors*, a U.S. exhibitor based in Illinois, sold garage doors valued at \$12,000
 - *Econova*, a U.S. exhibitor based in Massachusetts, sold one water treatment system valued at \$300,000
- **An expanded venue for 2005.** Based on growing interest from U.S. companies in the Lebanese market, as well as the outstanding reputation of U.S. products as leaders in technology, we're expanding *Made In America 2005* to make it bigger and better.

Who should attend?

The CEOs, owners, and decision makers of U.S. companies interested in increasing sales in Lebanon should plan to attend this trade fair.

Made In America 2005: *Exporting to Lebanon just got easier.*

The following organizations have partnered with the U.S. Commercial Service to produce *Made in America 2005*:



Register now

Event: The 3rd Annual Trade Fair for U.S. Products and Services

When: November 7 – 9, 2005

Where: Biel Center, Beirut, Lebanon

Cost: U.S. \$500 for 3x3 m stand

*Special reduced fee for new-to-market companies (not already selling in Lebanon): U.S. \$100

To register: Send an email to:

MadeInAmerica@state.gov

Your email should include:

- Your company's name
- Contact person in the U.S. (Name & Title)
- Address in the U.S. (Street, City, State, Zip Code, Tel, Fax & E-mail)
- Contact person in Lebanon (Name & Title)
- Address in Lebanon (Street, City, Tel, Fax & E-mail)
- A brief description of your company's activities

After receiving your email, our Commercial Specialists will follow up with you on further details.

Please note that space may be limited and priority will be given to companies on a first-come, first-serve basis.

For more information, please visit:

www.buyusa.gov/lebanon/en/madeinamerica.html

The U.S. Commercial Service — Your global business partner.

Find the trade specialist nearest you at www.export.gov or call 800-USA-TRADE.